

RUSS DAUER

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VP, PRODUCT DEVELOPMENT/ENGINEERING/CTO TELECOM, COMMUNICATIONS, SOFTWARE DEVELOPMENT

A Product Development VP with achievements at companies such as Intel, Qualcomm, Avaya and Vonage. A track record of turning around technology teams, reducing product development cycle times and delivering innovative products to market on-time. Experienced in start-up and large organizations, teams of 350, off-shore development, and M&A integration. MS, EE from Cornell University.

AREAS OF EXPERTISE: Turnarounds & Underperforming Divisions, On-Time Product Delivery, Quality Improvement, Product Development Cycle Time Reduction, Off-Shore Development Management, Program/Project Management, M&A Due Diligence & Integration, Software Development

TECHNOLOGIES MANAGED: Cloud Computing, SaaS, Hosted Service, Ecommerce, Websites, Enterprise/Middleware, Billing, PBX, IP Phones/Adapters, Softphone, VoIP, SIP, CRM, IVR, Wireless, Mobile Applications, Broadband, DSL, Web Conferencing, Video, Healthcare, EHR, HL7, Smartcards, DSP/Embedded/Networking Software, Linux, Windows, Apache, SQL, SAP, PHP, Java, J2EE, LAMP, Open Source, High Availability, Digital/RF Hardware, ASIC/FPGA, SDLC, Security, Agile

CAREER ACCOMPLISHMENTS

VONAGE

- **Turned around an underperforming development team. Improved on-time delivery from 20% to 75%:** Implemented new product development and resource management processes, established consistent program priorities, reorganized to create ownership and accountability, and directed/managed the development programs.
- **Reduced the number of outstanding customer impacting software defects by 40%. Reduced system outages by 68% and rollbacks of new software releases by 50%:** Created a focus on running the business, implemented code re-factoring to improve problem software, improved and automated testing and processes, and directed fixing of customer impacting software defects.
- **Staffed 41 engineering positions (30 previously open 6 months+). Reduced labor costs by 13.5% (\$2.5M) annually by replacing contractors with lower cost employees. Improved morale and reduced attrition by 43%:** Created an efficient hiring process, directed the hiring process, and personally engaged with candidates to deliver a compelling message for joining the organization.

AVAYA

- **Captured the #1 global market share position for IP PBXs. Improved revenue from a -23% decline to 35% growth over a 3 year period. Increased division contribution margins by 10% and turned company profitable. Improved positioning in Gartner's Magic Quadrant from Niche Player to Leader with best overall rating for completeness of vision and ability to execute:** Defined a minimal set of product capabilities for success, streamlined the development process, created focus and a sense of urgency, and directed/managed the development program implementation through launch.

AVAYA (continued)

- **Reduced planning phase from 145 to 74 days. Reduced time-to-market for new products by 4 months. Reduced Development Tool expenses by 30%:** Implemented a new development process, developed reusable software components, standardized on a reduced set of development tools to reduce cost and minimize training, and accelerated decision making.
- **Improved on-time delivery of releases from 33% to 90%. Improved product quality over consecutive releases by 20%:** Implemented a new planning and launch process to reduce schedule risk, accelerated testing throughout the development process, improved the quality of product requirements, and solicited early feedback from early-adopter customers.

QUALCOMM FLARION

- **Staffed 70 positions in 12 months (from 5 to 75). Priority candidates received offers the same day as interview. Saved \$1.2M in recruiter fees:** Created an efficient hiring process, hired external recruiters to be on-site to supplement internal team, directed/managed the hiring process, and engaged with candidates to sell organization/close offers.
- **Completed development of wireless base station and mobile client prototype system on-time and within-budget. Successfully demonstrated system to potential customers and investors. Raised \$45M in series B funding in a difficult market. Key leader responsible for creating value for sale to Qualcomm for \$800M:** Implemented development and program review processes, directed the wireless technology product development, selected/partnered with vendors for non-core technologies, and transformed a research-oriented team into high power product development team.

INTEL DIALOGIC

- **Delivered 85% of major programs on schedule. Delivered 90% of feature enhancements on schedule. Grew business unit revenues four-fold from \$35M to \$145M (40% / year) delivering 55% of company revenue:** Streamlined the product development process, reorganized into product lines to improve accountability and decision making, and directed/managed the development programs.
- **Reduced prices 20% while maintaining target profit margins (65% Gross Margin). Consistently beat the competition to market in new technology areas with highest density voice / network products, the first PCI product, and the first VME product. Received Product of the Year award from Computer Telephony Magazine:** Aggressively redesigned high volume products to reduce costs, developed new products targeted at new application segments, and partnered with 3rd parties on joint development programs to increase capacity and fill product gaps.

PROFESSIONAL EXPERIENCE

AURORA SCIENTIFIC, Milford, PA

2010 - Present

Early Stage Medical Software startup developing a Cloud-based hosted software solution that puts consumers in charge of their sensitive medical data and creates new revenue sources for physicians.

Vice President, Product Development/Member of Board of Directors

Led product development in the definition and development of Aurora's initial product offers.

VONAGE, Holmdel, NJ 2008 - 2009
Leading provider of VoIP digital phone services enabling making/receiving phone calls with a telephone anywhere a broadband Internet connection is available.

Senior Vice President, Product Development

Led a 145 person product development / product management organization in the development of ecommerce, VoIP call processing, billing, and website applications. Managed a budget of \$20M.

AVAYA, Basking Ridge, NJ 2002 - 2007
Global Leader in enterprise communications, including traditional and IP Telephony, Unified Communications, Contact Centers and Communication-Enabled Business Processes.

Vice President, Product Development

Led a 350 person globally distributed R&D organization in the development of IP Telephony products and applications. Managed an R&D budget of \$50M.

QUALCOMM FLARION, Bedminster, NJ 2000 - 2001
Flarion Technologies is a spin-off of Bell Labs that developed all-IP 4G mobile broadband wireless technology and chipsets.

Vice President, Engineering & Product Management

Recruited as the number 8 employee to grow a research team into an engineering organization of 75 engineers within 1 year. Managed a budget of \$10M.

INTEL CORPORATION – DIALOGIC DIVISION, Parsippany, NJ 1991 - 1999
Global Leader in Computer Telephony Market, delivering PC based Hardware and Software component solutions to developers who deployed millions of ports to enterprise and service provider customers.

General Manager, High Density Business Unit

Led a 125 person product development / product management organization. Held full P&L responsibility for the largest and most profitable business unit within Dialogic. Managed a budget of \$10M. Previously, Senior Program Manager; Product Line Manager.

UNISYS/TIMEPLEX CORPORATION, Woodcliff Lake, NJ 1988-1990
Provider of data communication equipment and software including switches, routers, and modems.

Development Manager

Managed a 15 person technical staff consisting of hardware, software, and systems engineers.

EDUCATION

Masters of Science, Electrical Engineering, 1981

CORNELL UNIVERSITY, Ithaca, NY

Bachelor of Science, Electrical Engineering, Minor - Business Administration, 1980

CARNEGIE MELLON, Pittsburgh, PA

PROFESSIONAL DEVELOPMENT

Mergers & Acquisitions (Wharton), Center for Creative Leadership, Avaya Leadership Challenge, Marketing (Kellogg), Negotiating Skills (Kellogg), Product Management (Sequent Learning) and Finance